

## Abstract of the Disclosure

A tire building machine for building a tread strip onto a carcass is provided and includes a carcass support on which the carcass is rotatably mounted, and a tread strip feed device via which a tread strip is fed onto the carcass. The tread strip feed device includes a linear path support assembly on which a tread strip is supported in a substantially linear disposition. The path support assembly extends from one end of the tread strip feed device at which a cutting device may perform a cutting operation to an end adjacent the carcass. The tread strip feed device is raisable to a feed position at which the tread strip extends tangentially relative to the carcass for feeding the tread strip thereonto in a tire building process.